

Building a Strategic Economic Development Plan



How do you create a strategic economic development plan? Where should you begin? Here are five steps to developing a plan tailored to your community, laying a foundation for long-term viability.



Strategize for Economic Growth

Identifying the need for a formal economic plan showcases a commitment to progress and secures long-term prosperity.

Engage Stakeholders

Involve local officials, business leaders, residents, and non-profits in regular meetings and public forums for continuous feedback.



Create the Plan

Develop a flexible plan with milestones, tasks, and costs. Include data analysis, SWOT, and strategic direction.

Implement the Plan

Focus on key projects and programs, prioritizing short-, medium-, and long-term goals. Engage with top employers and develop community infrastructure.



Continuous Updates

Regularly update the plan with a designated group, maintain communication with stakeholders, and share progress to ensure transparency and trust.

For additional insight, contact **Laurie Miller** (lmiller@sehinc.com).

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